

Nairn Outlines Newspaper Layout



By JAY L. SMITH

Although 1954 was a banner year for the producer-distributors as a result of a number of outstanding films released by all the companies, present indications are that 1955 will definitely be bigger and better than ever. A glance at the forthcoming release schedules for the majors and minors, affords conclusive evidence for this optimism.

From Columbia, in January, will come that company's first CinemaScope production, in Technicolor, "The Violent Men," starring Glenn Ford, Barbara Stanwyck and Edward G. Robinson. Also scheduled for January release will be the Technicolor outdoor epic, "Masterson of Kansas," starring George Montgomery and Nancy Gates. A third top Columbia picture, "Phffft," starring Judy Holiday, Jack Lemon, Jack Carson and Kim Novak, will really start rolling in January, although this was listed as a December release.

Two outstanding CinemaScope productions, in color, are scheduled for January release from MGM; these are "Bad Day at Black Rock," starring Spencer Tracy, Robert Ryan, and Arlene Francis, and "Green Fire," starring Stewart Granger, Gene Kelly and Paul Douglas. Also from Metro, will be the last December release, "Deep In My Heart," a delightful Technicolor musical, starring Jose Ferrer, Merle Oberon, Doe Avedon and Helen Traubel. The latter picture, incidentally, has grossed \$524,000 approximately, in its first three weeks at the Radio City Music Hall, reported to be the best Christmas business ever for that house.

From Paramount, during January (Continued on Page 2)

Famous Players Can. Ad. Director Plots Basic Rules For Managers

Jimmy Nairn, Director of Advertising, Famous Players Canadian Corp., authored a manual for theatre managers way back during the war years. His discussion of the general preparation of an advertising program is as pertinent today as it was years back. The article follows.

Variable Anamorphic Lenses Price War

In what is seen as the possible start of a price war on anamorphic lenses, the cost of the Tushinsky's Superscope will be cut more than 40 percent (to about \$400) starting

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No advertising campaign, whether large or small, can possibly be successful unless it is carefully planned in advance — yet many managers are still relying upon a hit-and-miss method of placing their copy from day to day hoping they'll come out right at the end of

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R. Thompson Newspaper Owner Forecasts Film Interchange

An interchange of filmed TV programs between the U.S.A., Canada and Scotland is foreseen by Roy Thomson, Canadian newspaper boss of Scotsman Publications and of TV stations in Canada.

He forecast here the filming of programs dealing with Scot industry, life and scenery, and their sale to American and Canadian TV stations. This would encourage a demand for Scot products, and would also boost tourism.

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FRANK VAUGHAN
(See page 3)

WARNER SIGNS LANZA

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\$1,300 STOLEN

—Page 5

FOTO-NITE WINNER

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CROSBY TOPS

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NFB AWARD

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JARO Readies 14 Pics For 10th Anniversary

First 14 top-budget pictures on its 1955 production schedule at Pinewood and Ealing Studios, London, were announced by the J. Arthur Rank organization.

Included in the lineup are the company's initial two pictures in VistaVision, "Value For Money" and "The Spanish Gardener."

Location sites in several parts of the world have been set for a number (Continued on Page 3)

Old Time Theatre Becomes Parking Lot

The site of Canada's first successful film theatre, "The Electric," on Codover St., Vancouver, now the local skid road, which opened in 1902, was operated by the late Johnny Schuberg at a 5-cent tariff; (Continued on Page 3)

Beer Parlors Losing Revenue Hotel Keepers Put Blame On TV

The effects of TV on the film business in some localities has spread and hit other medias of mass entertainment with a resulting drop in government revenue.

In an Ontario government survey of the influence of television on routine activities, it was brought out that the revenue of beer parlors had dropped 10 to 15 percent for which the hotel keepers are blaming TV. The decrease meant a loss to the provincial treasury, it was implied.

It was also reported that smaller (Continued on Page 2)

Seville Theatre Sets Vaudeville Shows

With several night clubs closing for "renovations" and business way off in most rooms, the only bright spot for the festive season is the re-opening of vaudeville at the Seville Theatre.

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Motion Picture Theatres Association of Ont. 1955 officers: President, E. G. Forsyth; Vice-President, Lionel Lester; Treasurer, Jack Clarke and Secretary, Angus Jewel.

On the Beam

(Continued from Page 1)

ary, three top pictures will be playing in key situations. The first two VistaVision productions, "White Christmas," in Technicolor, starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Allen, and "Three Ring Circus," in Technicolor, starring Dean Martin and Jerry Lewis, Zsa Zsa Gabor and Joanne Dru, while listed as November and December releases, will hit a number of the Canadian cities for the first time in January. First official release for the New Year from Paramount is "The Bridges at Toko-Ri," in Technicolor, starring William Holden, Fredric March, Grace Kelly and Mickey Rooney.

RKO Radio rushed "Hansel and Gretel," the Technicolor puppet novelty, into release for Christmas, in a few spots in Canada, but it will be hitting the majority of the situations in January. Also from RKO in January will come "The Americano," in Technicolor, with Glenn Ford, Cesar Romero and Ursula Thiess. A third RKO release for January will mean money in the bank for many of the small-town exhibitors, with the first new Tarzan feature in many months. This one is entitled "Tarzan's Hidden Jungle," and stars Gordon Scott and Vera Miles.

From Republic, for distribution through Empire-Universal in Canada, we'll have the Trucolor production, filmed in Scotland, "Trouble in the Glen," starring Margaret Lockwood, Victor McLaglen, Forrest Tucker and Orson Welles. This picture has already opened at the Odeon-Hyland in Toronto, and is reported doing smash business.

20th Century-Fox has a powerful line-up of product for January release, starting out with "There's No Business Like Show Business" in CinemaScope and DeLuxe color, starring Ethel Merman, Dan Dailey, Marilyn Monroe, Mitzi Gaynor, Donald O'Connor and Johnny Ray; in its first releases over the holidays, "Show Business" has already piled up some record-breaking grosses. Three other CinemaScope productions are set for January release from 20th-Fox, all are in color. These are "Carmen Jones," starring Dorothy Dandridge and Harry Belafonte; "Desiree," starring Marlon Brando and Jean Simmons, and "The Adventures of Hajji Baba" with John Derek and Elaine Stewart.

Top release from United Artists

to start the New Year off right, is "Vera Cruz," in SuperScope and Technicolor, starring Gary Cooper, Burt Lancaster and Denise Darcel.

Universal-International, releasing through Empire-Universal in Canada, have already opened with "Sign of the Pagan, which is currently in its second smash week at Loew's Uptown Theatre in Toronto. Also from U-I through E-U, will come "The Yellow Mountain," in Technicolor, starring Lex Barker, Mala Powers and Howard Duff; "So This Is Paris," in Technicolor, starring Tony Curtis, Corinne Calvet and Gene Nelson, and "Destry," in Technicolor, starring Audie Murphy, Marie Blanchard and Lori Nelson.

Empire-Universal also greets the new year with two outstanding attractions from the Walt Disney Studios. First of these is "The Vanishing Prairie" in Technicolor, which had its first Canadian engagements over the holidays. Second Disney production, which will probably reach Canadian screens some time late in January, is the CinemaScope version of Jules Verne's epic novel, "20,000 Leagues Under the Sea," in Technicolor, starring Kirk Douglas, James Mason, Paul Lukas and Peter Lorre.

Two CinemaScope productions, and one regular ratio release is the scheduled quota for Warner Bros. in Canada this January. Heading the list is the company's most ambitious production in many years, "A Star Is Born," in CinemaScope and Technicolor, starring Judy Garland, James Mason, Jack Carson and Charles Bickford. This picture has already had millions of dollars' worth of advance publicity as a result of its pre-release engagements in the U.S., and should register as one of the top grossers for 1955 in Canada. The second CinemaScope production from the Warner studios, scheduled for January release in Canada, although already in general release in the U.S., is "Track of the Cat," in WarnerColor, starring Robert Mitchum, Teresa Wright, and Diana Lynn. Third Warner release for the new year is "Young at Heart," print by Technicolor, starring Doris Day, Frank Sinatra and Ethel Barrymore.

The J. Arthur Rank Organization is starting the new year off with a bang, by putting into release their new Gregory Peck starrer,

"The Purple Plain," in Technicolor. This will be followed by "Romeo and Juliet," in Technicolor, with Laurence Harvey and Susan Shontall, and "The Beachcomber," in Technicolor, starring Robert Newton and Glynis Johns.

The Industry's newest producing releasing organization, Distributors Releasing Corporation (DCA), through its Canadian franchise holder, Alliance Films, is scheduled to break its first two releases in Canada this month. These are Graham Greene's "The Stranger's Hand," starring Richard Basehart, Alida Valli, Trevor Howard and Eduardo Ciannelli, and Allan Dowling's underwater color thriller, "Hunters of the Deep."

This, then, is the very favorable product picture facing Canadian exhibitors as 1955 begins to tick off the days. And as Cap Wilks of "Show Boat" fame used to say, "It's only the beginning, folks, only the beginning." Happy, Happy New Year!

"Jamboree" Tie-up With Boy Scout Week

Jack H. Harris, Exploitation Productions Inc. vice-president, left January 8 for Los Angeles from New York. Harris will confer with EPI franchise holders in Chicago, Minneapolis, Kansas City, Denver, Des Moines and Seattle en route. Subject for discussions will be Boy Scout Week (February 6 to 13) and its bearing on "Jamboree," the BSA color feature.

Huddles will also be held regarding "Laurel and Hardy in Utopia." He arrives in Los Angeles January 13 and will appoint distributors for San Francisco and Los Angeles. This will give EPI 100 per cent coverage nationally, with a franchise holder in every exchange centre.

While in Hollywood Harris will set plans for new production to be added to the 1955 EPI release schedule.

Sponsor Film Services Opens Toronto Office

A new company, Sponsor Film Services Corp. Ltd., has been formed in Toronto.

Bob Lee, former manager of CHUM, Toronto, is vice-president and general manager. Allan Mills, formerly of the S. W. Caldwell organization, is production chief. The company is affiliated with Modern Talking Pictures in the United States. Toronto address is 225 Mutual St.

ROY THOMPSON

(Continued from Page 1)

"Vice versa, there would be ample room here for interesting and instructive film programs from Canada and America," added Thomson.

He thought it possible that the Canadian TV system might be adopted in Scotland. For instance, in addition to the main national station, there would be local stations in Glasgow, Edinburgh, Dundee and Aberdeen, plus, possibly, one or two others to cover areas not getting good reception.

He said that private TV stations now operating in Canadian cities of a size comparable to Aberdeen and Dundee were now broadcasting about eight hours per day. These hours were increasing all the time, and American private stations now largely operated for 16 hours each day.

According to Roy Thomson, the advantage in the present Canadian system over BBC monopoly was that there was competition for the viewer. The Canadian Broadcasting Corp. at all times was conscious of the fact that, if they did not do a good job and give the public interesting programs of good quality, the public would watch the private stations.

He warned that advertisements would only be bought if a station had a substantial and approving audience for its programs. Stations overloaded with advertising would become offensive to viewers.

BEER PARLORS

(Continued from Page 1)

theatres, particularly in rural centres, had experienced attendance decreases because of television and, here too, the Ontario government is getting less revenue in the amusement tax. Community programs in small towns had also been affected

EQUIPMENT FOR SALE

1 Rectifier—Bell & Howell, Gaumont, Model No. 325, brand new.

CURTAIN TRACK

2 18 foot lengths Silent Steel
1 20 feet 5 inches and 2 18 foot sections Wooden Track.

CURTAINS

2 pairs beige self design for projections, approx. 24 x 18 feet and 34 x 21 feet, excellent condition.

FOUNTAIN EQUIPMENT

2 Cokeheads
1 Orange Crush head
1 Carbonator—Bastion Blessing, 1/6th h.p., 60 cycle, 110 volts, 3.4 amps.
2 Compressors
(i) 1/6th h.p., 110 volts, 60 cycle, Wayne Electric
(ii) 1/4 h.p., 110 volts, 60 cycle.
2 Pressure Gauges
2 Precoolers—one a self-contained unit, the other the ordinary type.

BILTMORE THEATRES

221 VICTORIA STREET, TORONTO

Keep Your Eyes On

FRANK VAUGHAN

A quick once-over of the career of Frank Vaughan in the film business in Canada reads like a miniature history of the industry itself because, with time out for two wars, Frank has spent his entire business life in the film business in both eastern and western Canada. Beginning with the Allens in famous Players Film Service in 1917 in Calgary, he left for a couple of years during the first World War and then returned to that company, first as booker and salesman in Calgary and then as Winnipeg manager. He left them to take over the Calgary branch office of Fox Films, then under Vinc. McCabe and Wm. F. Barrett. When McCabe became G-M for First National, Frank joined that company when they opened their first office in Calgary, and then returned to Winnipeg, heading both Winnipeg and Calgary branches.

Subsequently, he went over to Educational Films under Oscar Hanson, an association that bore fruit some time later in his career. He left Educational for Universal Pictures, when Clare Hague was General Manager, first managing the Calgary, Winnipeg and Vancouver offices then becoming District Manager, after Empire-Universal was formed to handle Universal, Republic and British product on a Canadian Franchise held by N. L. Nathanson and with Alf Perry as General Manager.

In the Second World War, Frank again enlisted in the RCAF and, when he returned home, rejoined Empire-Universal in Toronto as Assistant General-Manager and Toronto Branch Manager. He resigned from this position to become Assistant General-Manager of Monogram and Allied Artists, with his old associate, Oscar Hanson as President and General-Manager. In September of 1949, Frank assumed the position, with that company, of General Sales Manager for Canada.

Thirty-eight years in the business, Frank today is as young as ever, and all set to put in his most active year yet, in his position of General Sales Manager of JARO as the Rank company celebrates its 10th Anniversary.

Across the Country

Toronto and District

In the revival of interest in moving picture theatres and film industry operations by Canadian newspapers, the London Free Press has thrown its cap into the ring by the creation of an amusement column under the heading of "Show Beat," the commentator being Richard Newman.

Both the Citizen and Journal in Ottawa featured splash arrangements for two-page theatre pages at the Christmas season, using special headings to attract attention. The Citizen had a third page of film news for Yuletide.

Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario and two national organizations, found a pile of work awaiting him when he returned to Toronto from his mission to Los Angeles because of the serious illness of his sister.

Duties stemming from the annual conventions immediately engaged his attention although his capable assistant, Mrs. May Chinn, had looked after numerous details during his enforced absence.

H. W. Usher was re-elected business agent of the Hamilton Local 303, Moving Picture Projectionists Union and was delegated to represent the organization at the annual convention of the Ontario Federation of Labor January 14-16 at Niagara Falls. One resolution at this meeting will call for the preservation of Sunday observance in this province.

The 694-seat Soper Theatre at Smith Falls, operated by Theatre Holding Corp., made a revision of its price scale for afternoon and evening shows on Dec. 27, the top adult admission being 60 cents at night with 45 cents for the matinees. Juvenile prices are 20 cents and 15 cents. The town is facing an unemployment problem.

Crawley Films Limited has announced that it has 10 nationalities on its payroll of 90 employees following the appointment to its production staff of two specialists from The Netherlands, recently arrived. They are Ted de Wit and Gerry Raucamp, formerly with Carillon Films of Delft, Holland.

Maritimes

Mr. Thomas Madden, employed for many years with Metro-Goldwyn-Mayer at Saint John, N.B., as a utility man, passed away at his home during Christmas week. Mr. Madden, who was born in Ireland, was 89 years of age, and served overseas during the first World War. At his funeral held from Holy Trinity Church members of the 26th Battalion of which he was a member attended in a body.

Vancouver

Downtown business is swinging into high gear now that Christmas shopping is over. Town top coin going to Fox's "There's No Business Like Show Business" at Capitol, followed by Paramount's "3 Ring Circus" and E-U's "Sign of the Pagan."

John Hamill, manager of the Rio, resigned and was replaced by Jim Moore, formerly at the Odeon, Victoria.

Elected as officers of local 348 Projectionists were: President, W. E. McCartney; Vice-president, George Preston; Secretary, George Thrift; Business Agent, Les Walker; Treasurer, Frank Smith, Sr., and Recorder, Ray Wardrop.

George Brewerton, owner of the eastside Rex, has taken over the

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SUPERSCOPE

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in January coincident with the release of two Superscope films, Hecht-Lancaster's UA production, "Vera Cruz," and RKO's "Underwater!"

The lowered price, aimed to put Superscope within the reach of all small as well as big exhibitors, is being made possible by National Screen Service relinquishing its exclusive distribution rights on the lenses to permit Joseph and Irving Tushinsky to distribute direct from the factory.

Joseph Tushinsky, recently back from abroad, reports that Superscope sales overseas have been phenomenal. Two lens grinding companies, a casting foundry and an assembly factory now are being kept busy filling orders.

In Canada, Murray Sweigman's Theatre Posters has been selling the lenses at \$900. Mr. Sweigman, who is away on vacation, will clarify the price scale in Canada on his return.

JARO

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ber of the forthcoming films.

Pinewood schedule includes:

"Value For Money," in Vista-Vision, and Eastman Color; "Doctor At Sea," "His Lordship," "Alligator Named Daisy," "Wisdom's Way," "A Town Like Alice," "The Spanish Gardener," "All For Mary," and "The Life of George Wilson."

Ealing Studios lineup includes:

"Touch and Go," "The Lady-killers," "The Lamp Is Heavy," "Who Done It?" (tentative title) and "Skeleton Coast," in color.

PARKING LOT

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and is now the parking lot for a local department store.

In that period W. P. (Nick) Nicols operated the Columbia on Hastings St. and a film exchange on Granville St. The last of the old-timers, Hector Quaghotto, still operates the 873-Colonial on theatre row there. Quag will not allow a candy bar in his theatre, saying he still is in show business, not candy. Hector is now over 80 and still keeps in touch with his downtown house.

Warner Signs Lanza

Jack L. Warner, executive producer, has announced the signing of Mario Lanza to star in "Serenade," based on James F. Cain's famous novel.

The Hottest Theatre Premium In The Country!

★ FREE *to the LADIES*

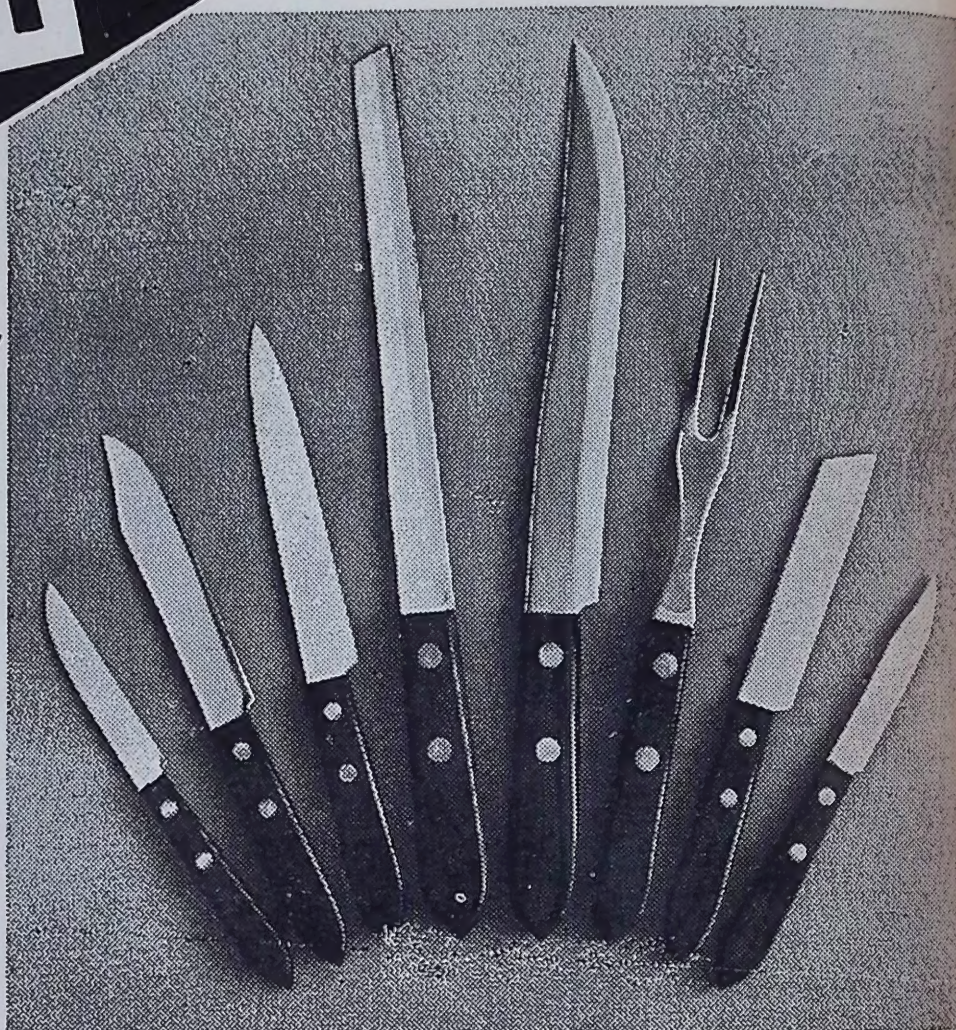
★ **PLUS 10¢**

Service charge in addition to regular adult admission to cover handling, packing, etc.

Beautiful 8 PIECE

Stainless Steel CUTLERY SET

IN APPRECIATION
OF YOUR ATTENDANCE
EVERY LADY PATRON
IS ENTITLED TO THIS
GIFT ON THE NIGHTS
LISTED BELOW



POINTED
PARING
KNIFE

KITCHEN
UTILITY
KNIFE

FRENCH
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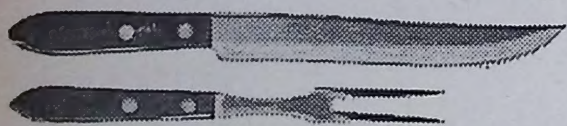
ROAST
SLICER

CARVING
FORK

VEGETABLE
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SHEEP-TOE
PARING
KNIFE

**EACH PIECE IS MADE OF MIRROR-FINISHED
STAINLESS STEEL • GENUINE ROSEWOOD HANDLES**



*This Beautiful Carving
Set is included*

**Collect
as many sets
as you wish-
for yourself
or as gifts**



*Begin your Set
with this handy
"FRENCH COOK KNIFE"*

Here's a real attendance booster that's put theatre after theatre back in the black. Heralds, trailers, newspapers ads, window cards supplied. For full information, phone or write, right now

PREMIUM MEDIA SERVICES LTD.

1379 BLOOR STREET WEST

TORONTO

PHONE: OLIVER 8421

SEVILLE

(Continued from Page 1)

The new policy took effect last Thursday and opening bill starred Norman Brooks and Bobbie Sargent, with the Deep River Boys following January 6. Contracts were signed last Wednesday between Bill Lester of United Amusements, who operate the house, and Roy Cooper, who will do all booking for the theatre.

VistaVision Inspires Newspaper Insertions

The motion picture industry in general and the VistaVision camera in particular inaugurated a series of large-space newspaper advertisements by the California Bank calling attention to the state's vital industries.

Featured in the initial ad is a large picture of the VistaVision camera, plus the copy: "Essential tool of the motion picture industry . . . First completely re-designed camera since the advent of the 'talkies,' this newest of essential tools makes possible wide-angle and clearer vision motion pictures . . . One more advancement in the art that entertains millions the world over."

The advertisements are appearing in metropolitan newspapers and the Wall Street Journal.

\$1,300 Stolen From Odeon-Garson Theatre

The sum of \$1,300 in cash was stolen from the Strand Theatre (Odeon-Garson Circuit) St. John, N.B., early last Monday morning. Thieves hacked a hole in the back of a safe located in the theatre office and carried off this large sum of money.

A woman employee discovered the theft before 9 a.m. Monday morning. The safe-crackers had gained entrance by ripping a steel bar off a rear window. Detectives believed the thieves used heavy tools to punch a hole in the back of the office safe. They left by a rear door. The theatre had closed at 2 a.m., after a midnight show.

Foto-Nite Winner Receives \$5,400

Mrs. Percy R. Rose of Long Branch, got an overwhelming Christmas present of \$5,400 when she qualified for the accumulated award of the Foto-Nite Offer at 19 Allied independent theatres of the Toronto district. Thus far, the group has paid a total of \$46,000 to patrons. Mrs. Rose received her gift at Ben Freedman's Royal Theatre, Long Branch.

NAIRN OUTLINES NEWSPAPER ADVERTISING

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the engagement. They rarely do! The manager who fails to plan in advance and order his mats and other materials early, generally has the poorest ads on the theatre page. He's not doing the job he's paid to do, because he fails to get the most for his advertising dollar.

In planning a campaign for a picture your first step is to consult the press book or Head Office proof sheets and select the ads best suited to your purpose.

Next you should draw up a schedule along the lines of the one illustrated which will serve as your guide so every dollar can be accounted for IN ADVANCE. Unless you make such a schedule — and adhere to it — you'll find you are frequently overboard on budgets because you may shoot too much space one day and have to go beyond your total to get a decent display for the balance of your engagement.

Suppose, for a simple example, your budget for newspaper lineage for the week is set at \$200, and you have two newspapers in your city to whom you give equal space with the lineage rate 10 cents per line in each paper. Dividing your budget of \$200 by 10 cents gives you a total of 2,000 lines. This means 1,000 lines in each paper.

If, as most theatres do, you go in for smaller ads following your opening and that regularly, on Saturday, Monday and Tuesday you use only 50 lines in each paper, deduct 150 lines from the total for each paper. This leaves you with 850 lines in each medium for your most important ads. Generally speaking, you should try to get

about the same size displays for the day before opening and opening day with a slight edge for the day before opening. With the space available you will get the best showing by using 350 lines on the day before opening and 300 lines on opening day. Because other theatres in your city might open on Friday you can't be buried on that day so you follow up with 200 lines on the day after opening.

Your lineage, of course, is governed by your opposition and if there are no theatres opening on the following day you may be able to cut the Friday lineage further and add it where it is most needed — your opening, or day before opening ads.

Your schedule would line up like this:

	Star	Times
Wednesday	350	350
Thurs. (opening)	300	300
Friday	200	200
Saturday	50	50
Monday	50	50
Tuesday	50	50
	1,000	1,000

Every schedule can be a variation of this one. The beauty of theatre advertising is that it is so flexible. Perhaps an available ad is so striking that you know it will get business for you but it's larger than you usually run. You simply "steal" some lineage from another day's advertising, always remembering to keep the total the same.

You can't successfully operate unless you have your exact lineage worked out in advance and stay within the limits of your schedule.

To make the layout one need

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Across the Country

(Continued from Page 3)

suburban Cambie, a 488-seater from A. Milan and Pete Junas, who formerly operated the Roxy, now being used for church services.

The Main Theatre, a 426-seater, is being closed down. It has been up for sale or lease with no takers, for the past year. Exhibitor blames TV competition.

Safecrackers spent a lost weekend trying to blow the safe at the Odeon-Park, but were unable to open the inner doors guarding the weekend receipts. Bob Foster of the Orpheum was re-elected as President of B-71 IATSE, theatre employees union.

Drive-in operators of the Vancouver area, who all had a bad season, are discussing a pool effort to combat TV, which is cutting into their business. Vancouver has six TV channels being beamed into the area from points south of the border.

Due to weather conditions, FPCC will not open their new 1000-seat Paramount at Kamloops in the interior, until late in February.

CBC Official States Canada 2nd In TV

According to Aurele Seguin, network director of the Canadian Broadcasting Corp., the Dominion now occupies second place in the television field among countries of the world. With nearly 1,000,000 TV sets in use, Canadians have spent approximately \$200 million for such receivers, he stated. The television industry in this country employed 10,000 workers in 70 plants while the operation of the network by the CBC required \$25 million, of which \$2 million represented the yearly pay to TV artists alone, Seguin pointed out.

Imperial, Toronto Hits 1,000,000

In a reference to the year's business at the Imperial Theatre, Toronto, Manager Russ McKibbin has given out the information that the Famous Players' "Big House" had hit the 1,000,000-mark in attendance during the year. In 1954, the theatre featured quite a number of CinemaScope and VistaVision attractions which undoubtedly made a difference in the patronage — apart from the return to theatres of television enthusiasts.

Selznick Discusses Deal With Metro

Producer David Selznick is negotiating with Joseph M. Schenck, president of Loew's, Inc., looking toward financing and producing a series of productions for MGM release.

If contracts are signed, first up will probably be Tolstoy's "War and Peace."

Schenck added his own confirmation, saying that a Selznick deal for the production and distribution of a series of picture had been and was being discussed.

Ontario Managers Still At It

As a patronage boost for his Saturday matinee at the Capitol Theatre, St. Catharines, Manager Vern Hudson staged a draw for four man-size hockey sticks, each of which had been autographed by a player of the Toronto NHL Leafs.

At Peterborough, Hilly Yudin of the Centre Theatre distributed free coupons at the confectionery counter in a contest for an elaborate doll's house.



JARO'S "The Sea Shall Not Have Them," had its London premiere and received rave notices from Trade and Press, cast includes such names as Michael Redgrave, Dirk Bogarde, Anthony Steel and Nigel Patrick.

Alfred Hitchcock enroute to England to complete the editing of his two latest Paramount features: "To Catch a Thief" and "The Trouble With Harry."

Boston's RKO Memorial Theatre will be the scene of the World Premiere of Universal's "Six Bridges To Cross," slated for January 19th to launch a series of openings throughout the New England territory.

Desilu Productions, producers of "I Love Lucy" and other television shows, have signed a 50-50 contract with M-G-M, calling for two pictures co-featuring Lucille Ball and Desi Arnaz.

Judy Holliday's latest for Columbia will be "The Solid Gold Cadillac," the Howard Teichman-George S. Kaufman stage hit.

Warner Bros. has acquired the world-wide distribution rights for Hal Bartlett's production "Unchained."

Gregory Peck's second starrer for JARO is a production in color of "The Purple Plain," now showing.

John Payne and Mona Freeman set by Republic for starring roles in the Trucolor production "Man From Texas."

Columbia has concluded a deal with Victor Mature for two pictures, the first of which will be "The Gilded Rooster," to be produced by William Fadiman.

Rita Gam, co-starred with Jeff Chandler and Jack Palance in Universal's "Sign of the Pagan" made a promotional tour on behalf of the Christmas opening of this production. "Sign of the Pagan," is one of Universal's top budget CinemaScope and Technicolor films.

Paramount's first Vista Vision comedy, "Three Ring Circus," starring Martin & Lewis opened at the Imperial Theatre, Toronto, Dec. 25th. Hal Wallis filmed this vehicle in Technicolor, on location with the Clyde Beatty circus.

Germany after completing filming of Warner's "The River Changes," and will complete the editing of it in Hollywood.

Two friends of ours from New York seem to be doing well . . . Hilda Simms, who was a stenographer in our office in New York, and the star of "The Joe Louis Story," also played another role in "Black Widow" while Walter Matthau, who rented our apartment, when we came back here, has gotten a top role in the Hecht-Lancaster production "The Gabriel Horn".

Warners "Drum Beat," opened at the Paramount Theatre, film stars Alan Ladd and is produced in C'Scope and WarnerColor . . . New York premiere for Columbia's "Fire Over Africa" at the Globe Theatre . . . "Twilight Alley" final title for the Wm. F. Brody production "Sweet Charity," is now set to go before the cameras now.

Diana Foster has been borrowed from Columbia to play Burt Lancaster's leading lady in "The Gabriel Horn" . . . Glen Ford reports to MGM for his co-starring role in "Interrupted Melody" . . . Peter Graves and Edward G. Robinson co-starred in "Black Tuesday" for United Artists release.

Rudy Vallee will portray the father of Jane Russell and Jeanne Crain in the UA film "Gentlemen Marry Brunettes," . . . Cyd Charisse has been set to co-star with Gene Kelly as his dancing partner in the MGM musical "It's Always Fair Weather."

Dizzy Dean will try his hand as an actor in Motion Pictures and TV . . . Ronald Reagan has been signed to co-star with Barbara Stanwyck in "The Cattle Queen of Montana" for RKO . . . Raymond Massey will portray John Brown for Allied Artists in "John Brown's Raiders" . . . Jeff Chandler is Universal's choice to co-star with Maureen O'Hara in "Lady Godiva of Coventry".

The March of Dimes were sponsors for the American invitational premier of JARO'S great spectacle production "Romeo and Juliet," at the Sutton Theatre, New York, Dec. 21st . . . Stewart Granger and Jean Simmons will head the cast of the tentatively titled "Deadlock," for Columbia . . . Thelma Ritter to join cast of 20th-Fox's CinemaScope musical "Daddy Long Legs," which is headed by Fred Astaire and Leslie Caron . . . Cecil B. DeMille returns to the States to complete filming the epic "The Ten Commandments" for Paramount.

Robert Wise returns to Hollywood after completing year's filming of Warner Bros. CinemaScope spectacle "Helen of Troy."

Humphrey Bogart and Dewey Martin back to work on set of Para's. "The Desperate Hours" both were injured by flying glass when a huge spotlight exploded . . . Film started on Metro's "The Blackboard Jungle" story of juvenile delinquency, heading the cast are Glenn Ford and Anne Francis Twentieth Century-Fox sets an intensive program of radio appearances and press interviews for Richard Burton, star of "Prince of Players" . . . Universal Pictures and Decca Records joining promotional forces for promotion of "So This Is Paris," starring Tony Curtis and Gloria De Haven.

Bing Crosby Heads Top Ten In Canada

Bing Crosby, who was last year's runner-up, this year was chosen top "Money-Making Star" in the 23rd annual "Motion Picture Herald" poll of Canadian exhibitors, whose choices reveal, as usual, slight but not radical differences from the preferences expressed by American theatre men.

Second, third, fourth and fifth, following Crosby, went to Martin and Lewis, Gary Cooper, Alan Ladd and William Holden. Marilyn Monroe was in sixth place, followed in order by Humphrey Bogart, Danny Kaye, John Wayne and Doris Day.

Three Awards To JARO International Festival

At the Yorkton International Film Festival, three films submitted by the J. Arthur Rank Film Distributors received 'Certificates of Merit'.

In the Science class "Operation Hurricane" awarded First Place.

In the General class "The Heart is Highland" awarded First Place.

In Natural History class "The Long Flight" awarded Second Place.

Motion Picture Herald Picks Top JARO Stars

Motion Picture Herald in its poll of British Exhibitors, named Jack Hawkins as Britain's top money drawing star in '54.

Next in order were: Dirk Bogarde, comedian Norman Wisdom, Glynis Johns, Kenneth More, Alec Guinness, Anthony Steel.

Of the top twelve money making films from all sources "Doctor In the House" was in first place; second "Trouble In Store" and includes "The Kidnappers" and "The Purple Plain."

NAIRN

(Continued from Page 5)
not be an artist, but rather a good idea man.

Layouts are no longer pretty or decorative, but rather "functional".

The professional layout designer has found an invaluable ally in the surveys on reader interest. He knows, and can prove, that readers prefer pictures to text and that results are often obtainable in direct proportion to the size and interest of the illustration; that a large body of type may mean fewer readers.

As a result of this knowledge, layouts are simpler and more efficient. This simplicity is something which good layout designers have always fought for.

Headlines have become simpler. They are shorter and easier to read, and the eye is not distracted by too many subheads, captions, etc.

You will notice that there is much less text in advertising than there used to be. Since there is less text, it is simply set, very logically—to be read.

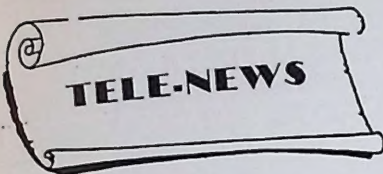
A layout for your advertisement is not difficult to prepare. It is not necessary for you to provide your newspaper composing room with an elaborate detailed sketch—the primary object of a layout is to give the compositor an intelligent idea of how you wish your advertisement to be set.

In making a layout, rule an outline the size your display is to occupy. Cut the illustration of your mat from the press book or proof sheet and paste it down on the layout in the position in which it is to appear. Letter the display lines in approximately the size you desire and mark the sizes and styles on the margin.

Any solid reading matter in the body of the advertisement need not necessarily be written in on the layout. Merely rule lines in the layout to indicate the width and depth the copy is to occupy. By this means, you let the compositor know the width of the margins, the amount of white space, etc., you desire in your advertisement.

Unless you are very familiar with type faces, you should content yourself with giving your compositor values, rather than exact sizes of type. Choose the type faces you wish used and indicate on your layout their approximate size and position. Your compositor will do the rest.

The reading matter may be written on a separate sheet and marked "Copy A" or "Copy B", etc., indicating it correspondingly by "A" and "B" on the layout.



TELE-NEWS

1932

Number of scanning lines in television picture increased to 120.

C. Francis Jenkins described new television principle for making images 3600 times brighter than before. . . . In France, Television Baird-Nathan Co. started experimental telecasts.

1933

Experimental telecasts stopped. The limitations of mechanical scanning had become apparent. Television went back to the laboratory.

1934

Russia began television experiments, using the mechanical scanning system.

1935

RCA announced plans to spend \$1,000,000 for television field tests. . . . Edwin Armstrong announced the principle of FM. . . . In England, it was recommended that the British government establish a television system as a public service. . . . In Stockholm, Sweden, Svenska Radio A. B. erected a television-transmitter. There were daily telecasts during the Christmas shopping season.

In Paris a television station was opened with its transmitter atop the Eiffel Tower. . . . In Holland, Phillips Co. built the first Iconoscope in Europe and began experimental telecasts.

1936

All electronic field tests made by RCA with 343 lines to the screen. . . . Outdoor pickups demonstrated at Camden, N.J., by RCA. . . . AT&T successfully tested coaxial cable. . . . Don Lee and Philco demonstrated cathode-ray television systems.

In England BBC opened Alexandra Palace with first regularly scheduled telecasts. . . . In Germany high-definition program service began.

1937

Scanning lines increased to 441. . . . Mobile television vans appeared on New York streets for first time. . . . Television on 3 by 4 foot screen demonstrated. . . . Movies transmitted over coaxial cable between New York and Philadelphia.

In England, coronation procession of King George VI telecast. . . . In France television demonstrated at Paris Exposition.

NFB's Neighbours Wins New Trophy

Norman McLaren's "Neighbours," a ten-minute experimental film in colour, has been awarded the Grand Trophy of the Salerno Film Festival, at Salerno, Italy.

The Grand Trophy is the Festival's top prize. McLaren's film, which was produced at the National Film Board of Canada two years ago, was given an Oscar for best documentary short by the Hollywood Academy of Motion Picture Arts and Sciences.

Hamilton Manager Aids Tiny Tots

Manager Mel Jolley of the Century Theatre, Hamilton, co-operated with the Shriners Club in that city for the "Toys for Tots" campaign for which some 1,000 playthings were collected with the theatre serving as the collection depot. Every child contributing a suitable toy received a ticket for a special morning show Dec. 29 at the Century. Jolley himself served as the chairman of the toy committee.

Xmas Celebration Maritime Style

About 130 members of St. John exchanges and theatre staffs attended the annual Christmas party held in the Georgian Ballroom of the Admiral Beatty Hotel on Tuesday evening, December 14. This enjoyable affair was under the chairmanship of Mr. G. A. Matthews, Branch Manager of JARO. Dinner was served about 9.30, followed by a half-hour's entertainment by local talent, when Mr. Jimmy Cole of the B & L theatres performed a very excellent job as master of ceremonies. Afterwards dancing was enjoyed in the ballroom of the Admiral Beatty Hotel.

Distributors Corp. Gets "Animal Farm"

Distributors Corp. of America is acquiring U.S. and Canadian releasing rights to the Technicolor cartoon feature, "Animal Farm," produced by the British firm of Halas & Batchelor for Louis de Rochemant Associates Alliance Films will release in Canada.



By MAX CHIC

The N.Y. Times in its annual economic review of the year pinpoints Howard Hughes as one of "Today's Giants In Finance" . . . the only other mention of the film business in the special edition was its listing of Hughes' offer of \$23,489,478 for RKO stock in its "Highlights of Last Year" . . . JARO's "The Purple Plains" has outgrossed any other film played at the Odeon-Carlton in the last twelve months in the first two days of the new year.

Foto-Nite will pay \$10 for each promotion and stage presentation idea submitted by a Foto-Nite theatre and published in their monthly bulletin, from reports we have they must be paying out lots of \$10 bills. . . . Two theatres, one in Toronto and one in Montreal, have started foreign film policies. In Toronto, the old Royal George on St. Clair, now operated by the Lester brothers as The Continental and in Montreal, the Venise Theatre, formerly the National taken over by B. Celsi.

Fred Fink, a real hustler has taken over the complete operation of the Astor, Toronto. . . . Famous Players will discontinue its operation of the Avenue, Toronto, and reports have it that the Capitol, Simcoe and Capitol, Tillsonburg, have closed down. . . . Our condolences to the Cashman's on the death in their immediate family. . . . Wannie Tyers busy with preparations for the opening of JARO's Romeo and Juliet. . . . the Hyland is being given a complete face lifting.

The rushes from Meridian Productions on Marilyn Bell with the follow-up publicity augurs well for this home-grown film. . . . our congratulations to Mort Greenberg, salesman for United Artists in the Winnipeg branch on his marriage to Miss Vivian Bernstein on New Year's day in New York City.

The Main Event Of The Week . . . the appearance of the Crew Cuts at Toronto Riverdale Hospital, to open officially the Canadian March of Dimes campaign, an annual event every January.

STRAND
Athena (MGM) Color with Debbie Reynolds and Vic Damone.
STUDIO
The Belles of St. Trinians (IFD) with Alastair Sim.



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Second week, 3 Ring Circus (Para.) VistaVision and Tech. with Martin and Lewis.

SHEA'S
Second week, There's No Business Like Show Business (20th-Fox) C'Scope and DeLuxe Color with Ethel Merman and Donald O'Connor.

ODEON
Purple Plain (UA) Tech. with Gregory Peck.

HYLAND & CHRISTIE
Second week, Trouble in the Glen (E-U) Tricolor with Victor McLaglen.

LOEW'S
Second week, Deep In My Heart (MGM) Color with Jose Ferrer and Merle Oberon.

UPTOWN
Second week, Sign of the Pagan (E-U) C'Scope and Tech. with Jeff Chandler.

UNIVERSITY & EGLINTON
Second week, Young at Heart (WB) WarnerColor with Doris Day and Frank Sinatra.

TOWNE CINEMA
Second week, The Vanishing Prairie (E-U) in Technicolor.

DOWNTOWN
The Bob Mathias Story and Four Guns to the Border (E-U).

MONTREAL

CAPITOL
Brigadoon (MGM) C'Scope and Color with Gene Kelly.

LOEW'S
3 Ring Circus (Para.) VistaVision and Tech. with Martin & Lewis.

PALACE
Second week, Woman's World (20th-Fox) C'Scope and Tech. with Clifton Webb and June Allyson.

PRINCESS
The Black Shield of Falworth (E-U) Tech. with Tony Curtis and Janet Leigh.

KENT
Second week, The Vanishing Prairie (E-U) in Technicolor.

AVON

Second week, Hansel & Gretel (RKO) in Technicolor.

CALGARY

CAPITOL
There's No Business Like Show Business (20th-Fox) C'Scope with Ethel Merman and Donald O'Connor.

PALACE
3 Ring Circus (Para.) VistaVision and Tech. with Martin and Lewis.

UPTOWN
Second week, Young at Heart ((WB) WarnerColor with Doris Day and Frank Sinatra.

GRAND
Second week, Sign of the Pagan (E-U) C'Scope and Tech. with Jeff Chandler.

WINNIPEG

CAPITOL
There's No Business Like Show Business (20th-Fox) C'Scope and DeLuxe Color with Ethel Merman.

LYCEUM
Hell Below Zero (Col.) Tech. with Alan Ladd.

MET
3 Ring Circus (Para.) VistaVision and Tech. with Martin & Lewis.

ODEON
"Phfft" (Col.) with Judy Holliday and Jack Carson.

GARRICK
Sign of the Pagan (E-U) C'Scope and Tech. with Jeff Chandler.

VANCOUVER

CAPITOL
Second week, There's No Business Like Show Business (20th-Fox) C'Scope and DeLuxe Color with Ethel Merman.

VOGUE
Sign of the Pagan (E-U) C'Scope and Tech. with Jeff Chandler.

PLAZA & FRASER
D-strv (E-U) Tech. with Audie Murphy.

ORPHEUM
Second week, 3 Ring Circus (Para.) VistaVision and Tech. with Martin & Lewis.



ALLIANCE FILMS LIMITED

VANCOUVER

• WINNIPEG •

TORONTO •

MONTREAL •

SAINT JOHN